

HOTEL STEWART

SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Hotel in the United States
New steel and concrete structure.
250 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Hawaiian
Island headquarters. Cable
address "Stewart" A. B. O. Code.
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel

Nearly 1000 feet elevation; near depot;
grand scenery; fine bass fishing.
For particulars address E. L. KRUESS,
Wahiawa Phone 1283.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rates that are Right—
American and European Plan.
"On the Beach at Waikiki"

Laundry—
Messenger Boy
Phone 3461

SPRING MILLINERY
Confections of unusual beauty
MISS POWER, Boston Bldg.

Silva's Toggery
Limited
"THE STORE FOR GOOD
CLOTHES"
Elks' Building, King Street

RE-TIRE AND
SUPPLY CO.
GUARANTEE
SATISFACTION
Corner Nuuanu and Pauahi Sts.

Agents in Hawaii for
ALLIS-CHALMERS CO.
Honolulu Iron Works, Ltd.

Manufacturers Shoe Co. Ltd.
Dealers in Shoes of Quality
1051 Fort St. Phone 1782

Do you appreciate quick and
courteous services? Do you
want Pure Ice? Then call
OAHU ICE CO.
Phone 1128

LEWERS & COOKE, LTD.
Honolulu's Wall Paper
House

NOTHING COUNTS LIKE
SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO. LTD.
1777 Alakea St. Phone 2434.
Pik and Miller Tires

Melnery Park
Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

MILLINERY
HONOLULU HAT CO.
Hotel St., near Bethel

Canton Dry Goods
Company
Hotel St., near Bethel St.

Authentic Styles for Men
The Ideal
Hotel, Ewa of Fort

CORPORATION NOTICES.

ELECTION OF OFFICERS.

YOUNG BROTHERS, LIMITED.

At a meeting of the Stockholders of the Young Brothers, Limited, held at the office of the B. F. Dillingham Company, Limited, 404 Stangenwald Bldg., Honolulu, T. H., on Tuesday, February 15, 1916, at 2 o'clock p. m., the following directors were elected to serve for the ensuing year:

W. B. Dillingham, Chas. H. Atherton, J. A. Young, A. Macphail, J. H. Fiddes, and at a subsequent meeting of the said directors held on the same date the following directors and general manager were elected to serve for the ensuing year:

W. B. Dillingham, President
C. H. Atherton, Vice-President
J. H. Fiddes, Sec. and Treas.
J. A. Young, General Manager

KOHALA SUGAR COMPANY.
ANNUAL MEETING.

Notice is hereby given that the annual meeting of the shareholders of the Kohala Sugar Company will be held at the office of Castle & Cooke, Limited, at the corner of Fort and Merchant Streets, in the City and County of Honolulu, Territory of Hawaii, on Saturday, February 26, 1916, at 10 o'clock a. m.

T. H. PETRIE,
Secretary, Kohala Sugar Company.
Honolulu, Hawaii, February 8, 1916.
6393-124.

WAIALUA AGRICULTURAL COMPANY, LIMITED.

ANNUAL MEETING.

Notice is hereby given that the annual meeting of the shareholders of the Waialua Agricultural Company, Limited, will be held at the office of Castle & Cooke, Limited, at the corner of Fort and Merchant Streets, in the City and County of Honolulu, Territory of Hawaii, on Friday, February 25, 1916, at 10 o'clock a. m.

T. H. PETRIE,
Secretary, Waialua Agricultural Company, Limited.
Honolulu, Hawaii, February 8, 1916.
6393-131.

KAHUKU PLANTATION COMPANY.

ANNUAL MEETING.

Notice is hereby given that the annual meeting of the Stockholders of Kahuku Plantation Company will be held at the office of the Company, Stangenwald Building, Honolulu, T. H., on Friday, the 25th day of February, 1916, at 10 o'clock a. m.

The transfer books of the Company will be closed from February 18th to February 25th, 1916, both dates inclusive.

JOHN GUILD,
Secretary.
Honolulu, February 11, 1916.
6396-111.

HAWAIIAN SUGAR COMPANY.

Notice is hereby given that the annual meeting of the Stockholders of Hawaiian Sugar Company will be held at the office of the Company, Stangenwald Building, Honolulu, T. H., on Thursday, the 24th day of February, 1916, at 10 o'clock a. m.

The transfer books of the Company will be closed from February 18 to February 24, 1916, both dates inclusive.

JOHN GUILD,
Secretary.
Honolulu, February 11, 1916.
6396-101.

ANNUAL MEETING.

McBRYDE SUGAR COMPANY, LIMITED.

Notice is hereby given that the annual meeting of the Stockholders of McBryde Sugar Company, Limited, will be held at the rooms of the Chamber of Commerce, Kaulaolani Building, King Street, Honolulu, T. H., on Thursday, the 2nd day of March, 1916, at 10 o'clock a. m.

The stock books of the Company will be closed for transfers from February 21st to March 2nd, 1916, both dates inclusive.

JOHN GUILD,
Secretary.
Honolulu, T. H., February 15, 1916.
6399-131.

ANNUAL MEETING.

OLAA SUGAR COMPANY, LIMITED.

The annual meeting of the stockholders of the Olaa Sugar Company, Limited, has been called by the President for Friday, February 25, 1916, and will be held in the Board Rooms in Bishop & Company's Building, on Bethel Street, in Honolulu, Hawaii, at 2 p. m. on that date.

The stock transfer books will be closed from February 18th to the 25th, both days inclusive.

A. W. VAN VALKENBURG,
Secretary.
Dated, Honolulu, T. H., February 16, 1916.
6400-71.

ADJOURNED ANNUAL MEETING.

KAHULUI RAILROAD COMPANY.

Notice is hereby given that the annual meeting of the Stockholders of Kahului Railroad Company called for Thursday, the 10th day of February, 1916, was adjourned on that date and will be held at the principal branch office of the company, Stangenwald Building, Honolulu, on Monday, the 21st day of February, 1916, at 10:30 o'clock a. m.

JOHN GUILD,
Secretary.
Honolulu, Feb. 11, 1916.
6395-114, 18.

CORPORATION NOTICES.

ANNUAL MEETING.

ALEXANDER & BALDWIN, LIMITED.

Notice is hereby given that the annual meeting of the Stockholders of Alexander & Baldwin, Limited, has been called and will be held at the office and principal place of business of the Company, Stangenwald Building, Honolulu, T. H., on Monday, the 28th day of February, 1916, at 10 o'clock a. m.

JOHN GUILD,
Secretary,
Alexander & Baldwin, Limited.
Honolulu, February 15th, 1916.
6398-15, 16, 17, 18, 19, 21, 22, 23,
24, 25, 26.

NOTICE OF MEETING.

Notice is hereby given that the Annual Meeting of the Shareholders of the Inter-Island Steam Nav. Co., Ltd., will be held at the office of the Company, Queen street, Honolulu, on Monday, February 28, 1916, at 10 o'clock a. m.

The Stock Books of the company will be closed to transfers from the 20th to the 29th inclusive.

NORMAN E. GEDGE,
Secretary.
February 12, 1916.
6396-101.

STOCKHOLDERS' MEETING.
THE HAWAIIAN ELECTRIC CO., LTD.

The annual meeting of the stockholders of the Hawaiian Electric Company, Limited, will be held at 1 p. m. on Wednesday, February 23, 1916, at the office of the Company, Honolulu, Hawaii.

C. H. COOKE,
Secretary, The Hawaiian Electric Co., Ltd.
Honolulu, Feb. 11, 1916.
6395-11, 14, 16, 18, 21, 22.

ANNUAL MEETING.

WAIANAE COMPANY.

Notice is hereby given that the annual meeting of the stockholders of the Waianae Company will be held at the office of its agent, J. M. Dowsett, in Honolulu, T. H., on Tuesday, February 29, 1916, at 11 o'clock a. m.

J. M. DOWSETT,
Secretary.
Honolulu, February 17, 1916.
6400-101.

NOTICE TO CONSIGNEES.

The S. S. "Shinyo Maru," from Hongkong, Kobe and Yokohama, arrived in Honolulu on February 8.

Owing to a fire having broken out on board the vessel while at Yokohama, general average has been declared. Consignees are requested to sign a general average bond to pay 85% of the value of their goods as general average deposit, upon payment of which delivery order will be granted.

Consignees of cargo loaded aboard the ship at Yokohama after the fire referred to, will be exempt from the above.

General average statement will be made up in Japan. All claims against general average should be sent to the undersigned as soon as possible.

CASTLE & COOKE, LIMITED.
Agents, Toyo Kisen Kaisha.
6394-121.

NOTICE TO SHIPPERS.

Tuesday, February 22, 1916, being a legal holiday, this Company will not receive freight, other than baggage and icehouse goods.

Freight for the steamers "Kinau," "Mikahala," "Mauna Loa" and "Mauna Kea" will be received Monday, the 21st.

Steamers will sail on regular schedule during Carnival week.

INTER-ISLAND STEAM NAV. CO., LTD.
February 16, 1916.
6399-16, 17, 18, 19, 21.

BY AUTHORITY.

No. 439.

Be It Resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of two thousand dollars (\$2,000.00), be and the same is hereby appropriated out of all moneys in the Permanent Improvement Fund of the Treasury of the City and County of Honolulu, for the account known as Sidewalks and Curbing.

Presented by
ROBERT W. SHINGLE,
Supervisor.

Date of introduction:
Honolulu, Hawaii, February 3, 1916.

Approved this 11th day of February, A. D. 1916.

JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6399-16, 17, 18.

Proposals will be received at the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., until 10 o'clock a. m., March 14, 1916, for delivering piles at the naval station, Pearl Harbor, Hawaii. Apply for proposals to the supply officer, naval station, Pearl Harbor, Hawaii, or to the Bureau. Samuel McGowan, Paymaster General of the Navy. 1-27-16.

6395-11, 18.

Mrs. Mary Roberts Rhinehart, the novelist, who successfully underwent an operation for appendicitis in Pittsburgh, is doing well.

Keep Your EYE ON THE ADS

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School
IN 90 CHAPTERS
A CHAPTER A DAY

FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER LXXXVI.

THE MAGAZINE AS A MEDIUM.

When considering what medium to use you are apt to think of publications which are issued periodically, whether daily like the newspapers, or weekly, or monthly like the general magazines and trade journals.

The magazines originally supported themselves on the subscriptions they got. Advertising was purely incidental. Today the magazine that tries to live on its subscriptions is apt to die. Almost always it costs more to get a subscription than the subscription brings in. Therefore, the advertising that the magazine carries today is the backbone of the profit of the publication. That is why the magazines have such powerful organizations to sell their space. These men who represent magazines are equipped to tell almost any advertising manager something about his business.

Although in most cases each magazine has its own selling force, that is seldom so in the newspaper field. As many as 20 different newspapers may all be represented by one organization. It is difficult for one corps of men to sell the advertising space for 20 or so newspapers. They cannot work as effectively for any one newspaper as can the salesman for a magazine who can give all the arguments in favor of his magazine as well as in favor of magazine advertising in general.

The magazine is sold on the basis of the page as a unit, but usually you can buy as small as seven lines or half an inch of one column. The cost is figured on the circulation per line in newspapers. If the newspaper were figured on the basis of page and the magazine were figured on the basis of page, then perhaps the cost would be about the same cost per page per thousand of circulation in either medium. But, take a magazine of 100,000 circulation, with a cost per page of about \$300. A newspaper page with 100,000 circulation might cost nearly that amount per page. But of course the newspaper page is several times as big as the magazine page. So when you figure on a per inch basis, the comparative cost is about one-third as great in the usual newspaper per thousand of circulation as in the magazine.

One big claim in favor of the magazine is that the people, when reading a magazine are at leisure. They are at ease. They have nothing to pull their attention away from your ad. Therefore, they can concentrate on the magazine, whether it be the reading matter or the advertisements.

That is true as far as the outside competition against your ad in the magazine is concerned. But, the inside competition against your ad is keen, for it comprises all the other attractions in the magazine. Thus your ad there must face just as much competition as if it were in a newspaper or any other medium. For a person is apt to be more engrossed in a magazine article or story than in anything they read in the newspaper. Consequently you have a bigger job to pull the eye toward your ad away from some magazine feature that attracts.

If your ads in the magazine are scattered among the reading pages, they suffer the competition of adjacent reading matter. Yet if they are all gathered in a bunch at the back of the magazine, they compete against each other, but not to the degree that street car cards do, or outdoor signs, because magazine ads need not depend entirely on display. Some of them have the appeal of art. Others have the appeal of jingle. Others rely on a cartoon. Still others whisper enticingly in terms of daintiness. Few force attention through sheer display.

The ads on the printed page can be more versatile than the limits of a street car card or a sign can permit. Consequently, the magazine ad has not so flat competition. In other words, the eye could go all the way through a hundred magazine ads and not get tired because there would be that continuous variety. But the eye on going over street car cards would be met with a sameness of display, for either it would be one of color, or just plain eye-appeal through contrast or some other physical method.

The tendency today is away from the magazines and towards the newspapers. This is proved by the great loss in national magazine advertising, and the proportionate gain in newspaper advertising.

This is largely because the virtues which the magazine possesses (with the exception of the magazine's superiority in the printing art) are also virtues of the newspapers. This trend toward newspaper advertising is also due to the fact that newspapers are free from the negative faults which mar the magazine as a medium.

The city of Spokane, Wash., has derived enormous benefits in the past from the attention given by its business men to mining in British Columbia. With four exceptions, every important silver-lead mine in the Slokan is owned or controlled by Spokane capital, which has taken from the mines of this portion of British Columbia nearly \$8,000,000 in dividends and profits or probably four times the amount of the original investment.

Sore Eyes
Granulated Eye-Poison
Eyes inflamed by exposure to sun, dust and wind quickly relieved by Murine Eye-Salve. No Stinging. Just Easy Comfort. At Your Druggist's 50c per Bottle. Murine Eye-Salve Tubes 25c. For Sale at the Eye-Treatment Dispensary or Murine Eye-Salve Co., Chicago.

OCEANIC STEAMSHIP CO.

8 1/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:		FOR SYDNEY:	
Sonoma	Feb. 29	Ventura	March 8
Sierra	March 21	Sonoma	March 27
Ventura	April 11	Sierra	April 17
Sonoma	May 2	Ventura	May 8

C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
S. S. Manoa	Feb. 22	S. S. Wilhelmina	Feb. 23
S. S. Matsonia	Feb. 29	S. S. Manoa	Feb. 29
S. S. Lurline	Mar. 7	S. S. Matsonia	Mar. 8
S. S. Wilhelmina	Mar. 14	S. S. Lurline	Mar. 14

S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:		FOR SAN FRANCISCO:	
Persia Maru	Feb. 29	Tenyo Maru	Mar. 7
S. S. Chiyo Maru	Mar. 10	S. S. Nippon Maru	Mar. 23
Tenyo Maru	Mar. 31	S. S. Shinyo Maru	April 4
S. S. Nippon Maru	April 15	S. S. Persia Maru	April 19

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
From SEATTLE and TACOMA, S. S. MEXICAN, to sail on or about March 8th.
From Portland, Ore., to Honolulu, direct, S. S. "Kentuckian," to sail about February 24.
For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver: For Suva, Auckland and Sydney
Niagara Mar. 3 Makura Mar. 23
Makura Mar. 31 Niagara Mar. 22

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Saturday, Feb. 19.
Hilo—Mauna Kea, I. I. str.
Sunday, Feb. 20.
Molokai, Lanai—Mikahala, I. I. str.
Mau—Claudine, I. I. str.
Kauai, Maui—Kinai, I. I. str.
Monday, Feb. 21.
San Francisco—Great Northern, Hill str.

VESSELS TO DEPART

Saturday, Feb. 19.
Hilo—Mauna Kea, I. I. str.
Sunday, Feb. 20.
(No ship scheduled.)
Monday, Feb. 21.
Mau—Claudine, I. I. str.
Kauai—Maui, I. I. str.

MAILS

Mails are due from the following points as follows:
San Francisco—Great Northern, Feb. 21.
China and Philippines—China, about Feb. 25.
Australia—Sonoma, Feb. 29.
Japan—Tenyo Maru, Mar. 6.
Vancouver—Makura, Feb. 23.

Mails will depart for the following points as follows:
San Francisco—Wilhelmina, Feb. 23.
Japan, China and Philippines—Chiyo Maru, Mar. 10.
Australia—Makura, Feb. 23.
Vancouver—Niagara, Mar. 3.

TRANSPORT SERVICE

Logan, left Feb. 13 for Manila.
Thomas, sailed Feb. 17 for Manila.
Sherman, at coast.
Sheridan, at Manila.
Pix due from Manila Feb. 26, for Seattle.
Warren, in the Philippines.
Buford, at Newport News.

POSTOFFICE TIME-TABLE FOR MONTHS

Following is the postoffice timetable for February and the first half of March. It is subject to change if sudden arrangements are made for unexpected mail service:

UNITED STATES MAIL STEAMERS

Steamers to arrive from:
21—Great Northern, San Francisco
22—Northern Pacific, San Francisco
23—Manoa, San Francisco
24—Makura, Vancouver
25—China, Hongkong
26—Sonoma, San Francisco
28—Persia Maru, Hongkong

Mar. 1—Persia Maru, San Francisco

3—Niagara, Vancouver

5—U. S. A. T. Sheridan, San Francisco

6—Ventura, Sydney

7—Tenyo Maru, San Francisco

8—Matsonia, San Francisco

10—Chiyo Maru, Hongkong

14—Lurline, San Francisco

15—U. S. A. T. Sherman, Manila

PASSENGERS DEPARTED

Per I. I. str. Maui, for Kauai, February 17—S. G. Crabb, Wm. Cullen, P. Loda, Henry McConnell, A. Homer, W. L. Haney, K. Miyake, S. Segata, R. S. Morris, Lieut. L. D. Baker, D. P. R. Isenberg.

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT

and

TICKETS

Also reservations

any point on the

mainland.

See WELLS-FARGO & CO. 72 S. King St. Tel. 1515

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waiialua, Kahuku and way stations—9:15 a. m., *9:30 p. m.
For Pearl City, Ewa Mill and way stations—7:30 a. m., *9:15 a. m., *11:30 a. m., *